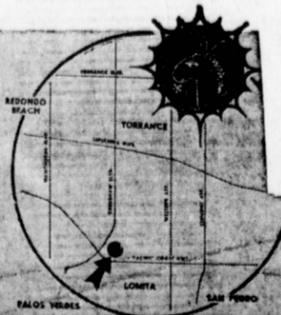




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Pacific Coast Highway at Crenshaw



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This is our way of inviting you to use this complete Dry Cleaning Center. Coupon good for 50c allowance on 8-lbs. dry cleaning self-service load. Regular \$2.00 value only \$1.50.

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REGULAR \$15.95 - \$16.95	REGULAR \$18.95	REGULAR \$22.00 - \$27.00
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ON THE ABOVE LOW PRICES!

JOEL'S
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TORRANCE



Cost of bottle warming cut 28%

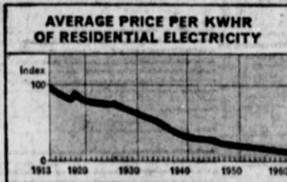
Here's a father and son story with a happy ending for every Edison customer. Back in 1939, when father was a sprout, the electricity used to warm his bottle cost about 28% more than the electricity used tonight to warm the bottle for his son (not pictured, waiting impatiently offstage). One basic reason electricity is today's biggest bargain is that Edison and other investor-owned electric utility companies are *business-managed*. Alert to new methods, and aided by the swing to electric living, savings have consistently been passed along to customers. For news of one cost of living that has steadily gone down, please read right.

Answers to key questions about the investor-owned electric utility industry and the all-electric future

Does electricity actually cost less today?

Edison electricity stands out as one of today's biggest bargains. It's a somewhat astonishing fact (to most people accustomed to ever-rising costs) that the average cost of a kilowatt hour of electricity to Edison residential customers is 28% lower today than it was in 1939!

Due to efficiencies and new techniques developed by the investor-owned utility companies, and aided by the increased use of electricity and the steady swing to all-electric living, the cost of residential electricity in America has trended downward.



The chart above shows the national cost picture for residential electricity over the past fifty years.

Did you know you have a "stake" in the investor-owned electric utility industry?

There are two major sources of electric power in the United States. Number one is the self-supporting, investor-owned utility company. The other: the tax-supported government operation.

Edison is one of America's 400 investor-owned companies, owned by and responsible to 4 million American shareholders directly — and to many millions more indirectly. For example, if you have a life insurance policy, the company may invest a portion of your premiums in electric utility stock, giving you an indirect financial interest in the industry. (For other examples of indirect ownership, see table below.)

INVESTORS IN THE ELECTRIC INDUSTRY

DIRECT INVESTORS	
Shareholders	4 million
Bondholders	Number unknown
INDIRECT INVESTORS	
Life Insurance Policyholders	130 million
Mutual Savings	
Bank Depositors	22.5 million
Members, Shareholders, Policyholders in Charitable, Fraternal, Religious, Educational Organizations and Foundations	Total number unknown

The investor-owned utility companies provide low-cost electric power to the communities they serve; provide a fair return to their shareholders (strictly regulated); and help support community and country through the payment of taxes (instead of being supported by taxes).

For more details, send for your copy of "The Answers to 30 Questions." Writers Advertising Department, Southern California Edison Company, P.O. Box 351, Los Angeles 53, California.

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